

## **ATTACHMENT 1: CITY OF SAN DIEGO ZERO WASTE PLAN (ZWP)** **STAKEHOLDER PARTICIPATION REPORT**

### **Background**

The feedback captured in this document has been incorporated into the ZWP under general programmatic headings, wherever possible. As the ZWP is implemented, ESD will re-engage with stakeholders to ensure that the road to zero waste is a collaborative journey.

The comments, which were either from notes taken during the stakeholder meetings by staff or were from written submissions, are placed under headings mirroring the headings in the ZWP, as applicable. The longer written submissions were edited to capture the key ideas. The commentary has been kept anonymous in this report, but copies of individual written submissions are available upon request.

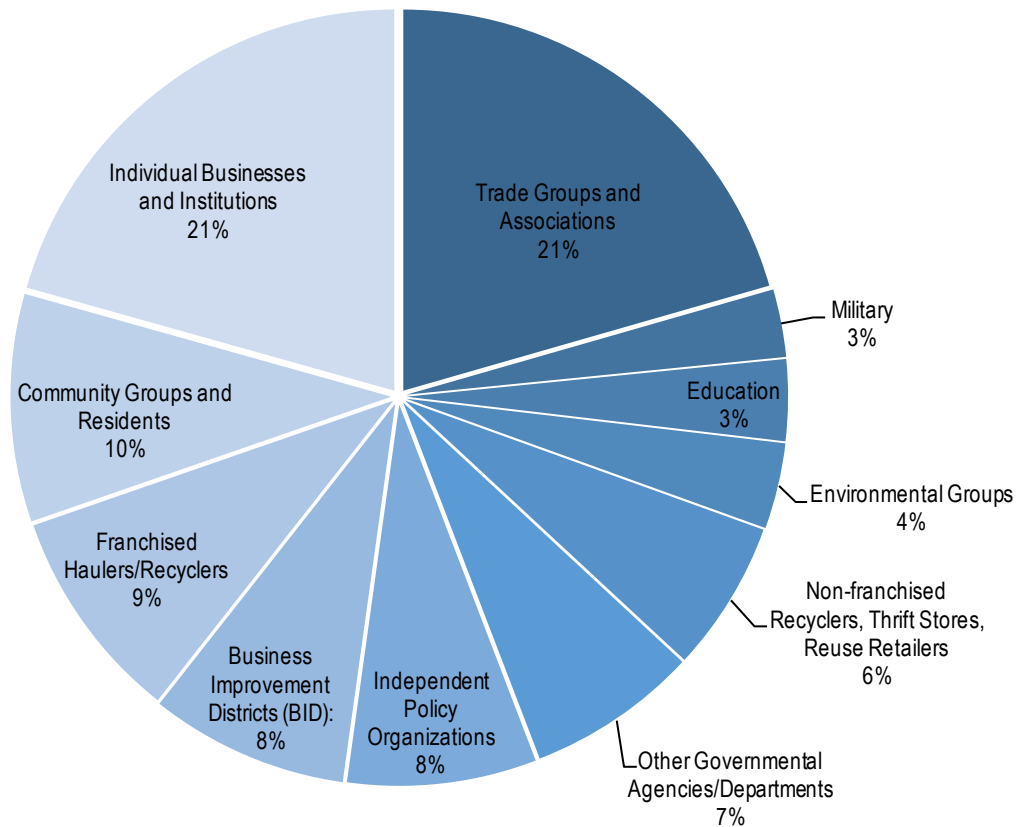
### **Stakeholder Participation**

As noted in the ZWP, the City engaged a wide array of stakeholders in the development of the Zero Waste Plan. Exhibit 1 shows the diversity of participation and Exhibit 2 lists individual participants by stakeholder interest. Eight meetings (see Exhibit 3 (below)) were open to the whole community and there were also numerous individual presentations to a wide range of groups and individuals, which were provided upon request. The stakeholders recommended the City should:

- change the CRO;
- expand curbside green waste collection;
- enhance public education, outreach, collaboration and enforcement;
- correct inequities associated with the People's Ordinance;
- develop new diversion strategies;
- potentially make policy changes; and
- lead by example.

Stakeholders also discussed financing mechanisms. They suggested a shift away from financing based on waste disposal to funding that is sustainable and resource based. A detailed summary of specific feedback commentary and suggestions regarding financing and diversion strategies is provided below.

**Exhibit 1: Stakeholder Participation**



**Total Attendees: 1046**

| <b>Exhibit 2: Stakeholder Participants</b>               |   |   |
|--|---|---|
| <b>Business Improvement Districts (BID)</b>              | <b>Individual Businesses and Institutions</b>     | <b>Trade Groups and Associations</b>                            |
| Adams Avenue BID   | Bigsly Enterprises                                | American Forest and Paper Association                           |
| BID Council Board of Directors                           | Bridgepoint Education & Ashford University        | Associated General Contractors of America San Diego Chapter     |
| Gaslamp Quarter Association                              | California Strategies                             | Balboa Park Cultural Partnership                                |
| College Area Business District                           | CP Manufacturing                                  | Building Industry Association                                   |
| North Park BID San Diego                                 | Crowne Plaza Hanalei San Diego                    | Building Owners and Managers Association                        |
| <b>Community Groups and Residents</b>                    | Evans Hotels                                      | Food and Beverage Association of San Diego County               |
|  | EWR   | IFMA  |
|  | Feeding America San Diego                         | NAIOP   |
|  | Mesa College                                      | San Diego Regional Chamber of Commerce                          |
| College Neighborhood Foundation                          | Omnire  | San Diego County Apartment Association                          |
| Community Planners Committee                             | PK Holdings, LLC.                                 | San Diego County Disposal Association                           |
| Individual Residents (18)                                | Point Loma Nazarene University                    | San Diego Green Building Council                                |
| Kensington Garden Club                                   | Recycle San Diego                                 | San Diego League of Women Voters                                |
| San Diego River Park Foundation                          | San Diego Zoo                                     | SD County Taxpayers Association                                 |
| Scripps Miramar Ranch Planning Group                     | SeaWorld San Diego                                | Zero Waste San Diego  |
| Sustainable Scripps Ranch                                | Sharp Healthcare                                  | <b>Non-franchised Recyclers, Thrift Stores, Reuse Retailers</b> |
| <b>Public Education and Outreach</b>                     | Solar Turbines                                    |   |
|  | Sony  |   |
|  | Tap and Press                                     |   |
| I Love A Clean San Diego                                 | The Lodge at Torrey Pines                         | Boxed Green   |
| Inika Small Earth  | UCSD Sustainable Solutions                        | EcoParts  |
| San Diego County Office of Education                     | United Cerebral Palsy San Diego                   | Goodwill Industries   |
| Solana Center for Environmental Innovation               | WAXIE   | IMS Recycling   |
| The 1:1 Movement   | WES   | On Site Waste Solutions   |
| <b>Environmental Groups</b>                              | WISH  | Recon Recycling   |
|  | <b>Governmental Agencies and Departments</b>      | Ripple Textile Recycling  |
|  |   | San Diego Fibers  |
|  |   | Urban Corps   |
| Audubon Society  |   | Sustainable Surplus   |
| OB Green Gold  | CalRecycle  | <b>Franchised Haulers/Recyclers</b>                             |
| Sierra Club  | City Auditor                                      |   |
| Surfrider Foundation                                     | City of Chula Vista                               |   |
| The Green Store  | City of Encinitas                                 |   |
| EcoVerse   | City of Oceanside                                 | Allan Company   |
| Phoenix Foods  | City of Poway                                     | Daily Disposal Services   |
| Zero Waste San Diego                                     | City of San Diego Parks and Recreation Department | Debris Box  |
| Ssubi is Hope  | City of San Diego Public Utilities                | Dependable Disposal   |
| <b>Independent Policy Organizations</b>                  | County of San Diego                               | Diamond Solid Waste Services                                    |
|  | LEA   | EDCO  |
|  | MetroTransit System                               | Express Waste and Recycling                                     |
|  | <b>Military</b>                                   | John Smith Earthworks   |
| Center on Policy Initiatives                             |   | Republic Services   |
| CRRA   |   | Tayman Industries   |
| Equinox Center   |   | Ware Disposal   |
| Integrated Waste Management Citizens Advisory Committee  | MCAS Miramar                                      | Waste Management  |
| Integrated Waste Management Technical Advisory Committee | Naval Region Southwest                            |   |
| World Resource SimCenter (WRSC)                          |   |   |

### **Exhibit 3: Eight Public Stakeholder Meetings**

**SESSION 1:** Preliminary ESD Strategies, Global and National Initiatives, & Stakeholder Feedback

Wednesday, July 23—6:00 p.m. to 7:30 p.m. @ *Ridgehaven Auditorium*

Thursday, July 24—9:30 a.m. to 11:30 a.m. @ *Metro Biosolids Conference Center*

**SESSION 2:** Overview and Analysis of Stakeholder Input

Wednesday, August 27—6:00 p.m. to 7:30 p.m. @ *Ridgehaven Auditorium*

Thursday, August 28, 2014—9:30 a.m. to 11:30 a.m. @ *Metro Biosolids Conference Center*

**SESSION 3:** Draft Plan Presentation for Consultation and Feedback

Wednesday, September 10—6:00 p.m. to 7:30 p.m. @ *Ridgehaven Auditorium*

Thursday, September 11—9:30 a.m. to 11:30 a.m. @ *Metro Biosolids Conference Center*

**SESSION 4:** Finalizing the Draft Plan for City Council

Monday, September 22—9:30 a.m. to 11:30 a.m. @ *Metro Biosolids Conference Center*

Tuesday, September 23—6:00 p.m. to 7:30 p.m. @ *Ridgehaven Auditorium*

## **Specific Feedback Commentary and Suggestions Regarding Financing and Diversion Strategies**

### ***Sustaining Funding***

#### **General Comments:**

- City should seek Cap and Trade money to help fund programs.
- City should consider charging a rental fee for automated carts.
- City should charge more for black bin and keep the blue bin free.
- San Diego expanded curbside by using \$6.8M in revenue from the state – other jurisdictions had to pay for it themselves.
- Since the franchise agreement will require franchised haulers to collect pass through revenues on recyclables, there will be more self haulers – which will undercut the revenue stream.
- Educate the public on the fact that there is a cost for recycling and show the comparison cost for collecting refuse.
- Support for the issuance of Non-Exclusive Franchise Agreements to current haulers and qualified, existing recyclers operating in the City and the City recovering an equal fee on all tonnage collected, including recyclables.

- Absent any changes to the People's Ordinance, funding for the expansion of single family residential programs to achieve the previously adopted Zero Waste goals will be a financial obligation of the City.
- One way to bring in extra funds would be to fine people for putting trash in the Blue Bin. Blue and Black bin inspectors could generate fines but also jobs for the many unemployed.
- If the City is looking to maximize both profits and recycling, then looking at cleanup/hauling companies that service construction sites could be beneficial. These companies haul trash and recycling without franchise agreements, pay no franchise or AB939 fees, while hauling many tons of materials each year. While the hauling may be considered incidental to the service currently, the amount of waste hauled could make this an area that could provide substantial funding and additional recycling of Construction and Demolition(C&D) materials which still compose a large amount of the waste stream going into local landfills.
- The Environmental Services needs to provide guidance to public and private sectors, examining and identifying those policies that will encourage Zero Waste outcomes. The fact that this hasn't happened is due in large part to city officials' emphasis on revenue generation. This forces departments to focus on finances, rather than on public assistance. Unfortunately, this culture of money has led to an unacceptable drop in real public service. Governmental agencies are also supposed to provide public services, not just revenue generation. Place the need to generate income where it belongs- on our elected city officials. It is their responsibility to raise the funds to support needed government programs. This is a problem that needs to be addressed at City Council and City Mayor level. Environmental Services should determine which zoning/ land use ordinances are impeding movement to Zero Waste. This proposal of ZW strategies unfortunately lacks this, relying on the existing status quo, rather than offering draft ordinances to promote innovation and success in the private/ non-profit/ community sectors. You must identify the barriers currently in place and offer the City Council alternatives.
- Last night seemed more focused on finances and disposal, than on other key aspects of Zero Waste such as Reduce, Reuse, and Repair. What is a key component in the waste stream that the City and citizens can reasonably take on? (Organic waste, diapers, cans/bottles, etc.)
- Support the proposed development of revenue streams outside of disposal to resource recovery in order to support current programs and future diversion efforts for implementation of Zero Waste goals.
- Recommend a pricing structure based on how much a resident throws away versus how much is diverted from the landfill. Residents should be incentivized

by paying for the size of their garbage bin and rewarded for anything not destined for the landfill by free collection.

- There are many costs associated with maintaining and expanding Miramar that aren't being included in the cost analysis by staff, such as costs incurred by previous site emissions and rigorous maintenance of the landfill impermeable liner.

## ***Policy Initiatives***

### **Establish diversion requirements in franchise agreements:**

- City should consider franchising Construction and Demolition (C&D) haulers, they are doing what haulers are doing and the City is missing out on a lot of revenue.
- This is no small item coming up, business models will be changed, extensive economic studies will be done, they'll have to develop new marketing strategies, how to handle from a capital expenditures, etc. This is all probably a good thing over a period of time, but one thing I would ask is as you consider timelines for any piece, let's all talk a lot and get input in before dates are issued for compliance and the dates should probably have the ability to slide, because no matter how hard we try no one will be able to have this ready to go – so we really need to talk to see how this happens – because there will be a tremendous economic impact on the hauler which will need to be passed onto the customers. Urge to make haste slowly and communicate.
- Support incremental, phased diversion increases as a mandatory requirement in Non-Exclusive Agreements, with a clearly defined compliance and remedy path.

### **Increase C&D Ordinance diversion to 65%:**

- Require homeowners to recycle C&D from small projects.
- Three discard streams make up the construction and demolition debris category: construction discards; demolition discards; and deconstruction and recovery of building materials for reuse. The City should upgrade the C&D ordinance. Deconstruction and recycling of construction and demolition materials should be required for all building and take down permits.
- Impose additional construction waste management requirements, specifically a mandate to use recycled and salvaged building materials.

### **City Recycling Ordinance (CRO):**

- The City needs to look at custodial companies and the fact that many just throw all recyclables and trash into one dumpster and say they're recycling.
- Why has the City not levied more fines on people that do not recycle?

- Include reuseables in the CRO but exclude them from the franchise agreements.
- Make it mandatory that rental property owners provide recycling bins to their tenants.
- Begin collection of polystyrene foam #6 (e.g. appliance packaging) for recycling. EDCO is already doing this in parts of San Diego County.

**Support local, state and federal Extended Producer Responsibility policies and laws:**

- The City should push for more advanced disposal fees on products such as mattresses, carpet, etc. This would make it economically feasible to recover these materials and free up money for other programs.
- The City should be addressing wastes upstream by focusing on legislation and extended producer responsibility.
- City should advocate for CRV on wine bottles.
- Packaging should be addressed.
- Encourage waste reduction policies in retail food businesses, for example, by allowing customers to bring their own to-go containers and by supporting a plastic bag ban if it is not implemented at the state level.
- The City should look at banning products that are not recyclable or compostable.
- There should be a greater emphasis on policies and laws that reduce packaging.
- Staff should propose city-specific “Producer Responsibility” draft regulations, that will help reduce the quantity and quality of materials sold in the city. This will aid waste management issues more than any other action. Staff should work with City Council and the Mayor’s Office on lobbying at the state and national levels for sensible regulations that will reduce the toxic or non-reusable materials currently found in consumer products.
- San Diego should be a strong advocate for legislation and programs regionally and statewide to encourage producers and retailers to take back their products and packaging and reuse, recycle or compost them.
- A Plastic Bag Reduction Ordinance should be adopted as a priority and use of reusable shopping bags by residents should be encouraged.
- A dialog should be initiated with industry representatives about product redesign or product bans for materials such as treated wood and diapers. Require retailers to take back disposable diapers, as they are not recyclable or compostable in San Diego.
- Fees should be assessed at the retail level for discarded items requiring special handling for proper disposal.
- Make a recommendation to the Environment Committee and City Council to ban polystyrene and non-recyclable plastic containers from food and retail outlets.

## ***Program Initiatives – Waste Reduction***

### **Enhanced education and diversion:**

- Include tours of the Miramar Landfill at closing time to observe the amount of waste that is buried every day.
- Provide for reuse at the Resource Recovery Center.
- Provide business license discounts for repair and reuse businesses.
- Programs also need to be enhanced and information disseminated with regard to the best and least expensive options for properly disposing of working appliances and single use household batteries.

### **Reuse/repair resource directories and community reuse programs:**

- Have city-wide garage sales and move-out programs for universities to more effectively manage re-use of bulky items.
- City Departments, local businesses and residents should be encouraged to buy reusable, recycled and repairable products.
- Source reduction strategies rest at the top of the Zero Waste hierarchy.
- Help form a reuse collaborative with businesses and nonprofits.
- Promote existing thrift stores and used building material stores.
- The City should consider providing a central warehouse for the accumulation of discards for reuse and recycling. The warehouse could house programs to train for vocation trades like electrical product repairs, clothing and accessories mending and ultimately material dismantling for recycling.
- Electronic product and material matching services (e.g., FreeCycle, Craig's List, eBay and other product and material exchanges) should be promoted.
- Use of returnable shipping containers and pallets by local businesses should be encouraged. The City should organize a workshop on this topic.
- San Diego should work with historic preservation advocates to restore and reuse buildings, rather than demolish them.
- Allow for reusable hazardous items, such as paint, to be made available for reuse or sold at the landfill.

## ***Program Initiatives- Recycling***

### **Peoples' Ordinance:**

- Commercial businesses subsidize AB 939 fees, private sector is given burden, there is the social justice issue – low income families paying for trash for multi-millionaires in La Jolla, 67% of people will never pass an ordinance to repeal the People's Ordinance.



- I want all the programs, but making things so simple for single family is not fair, it's not free and multi-family and businesses shouldn't have to pay for it.
- People's Ordinance says it can actually levy fees but then the City passed resolution and the City said no – never have to pay, seems unreasonable.
- My understanding is that the People's Ordinance provides no money for services. City Attorney has determined not unless people vote on it. So wouldn't General Fund have to pay for these services?
- Put it on the ballot - the People's Ordinance. Let the people choose. Zero Waste San Diego will argue the case. Recommend this to the council.
- Why isn't challenging People's Ordinance a strategy? We have to bring it up because we can't get to zero waste without it. It might not be ESD's job to challenge it, but it has to be a laid out strategy, that is – challenging is a best idea to put forward tip toeing around and provide education around it because most people don't know. It's the monster in the room.
- When was the People's Ordinance last addressed? Ask people what they think.
- Try to address People's Ordinance, don't know until we try.
- Staff must address the discrimination enshrined in the People's Ordinance and provide ideas to improve the situation. We all know that this Ordinance is paid on the backs of lower income residents living in multi-residential building. The City Council amended this Ordinance around 1985, adding "recyclables" to the definition of "waste". This can be revoked by the present City Council. In addition, you must recommend that the Ordinance be challenged- either at the polls or by court challenge. \$52 Million at stake here. To continue to increase rates on the other sectors to cover this cost is irresponsible and will be challenged.
- The People's Ordinance has been examined and picked apart for loopholes in verbiage so that charges (like for bin replacement) can be imposed to recoup hauling costs. Recognizing that charging to haul away recyclables is disincentivizing positive behavior, I still wonder if there is yet another way to charge for some other service or provision in conjunction with trash removal.
- The Surfrider Foundation, San Diego County Chapter suggests a recommendation to the Environment Committee and City Council to consider scheduling a public vote to repeal The People's Ordinance of 1919. As you know, this ordinance prevents the City from collecting fees to pay for trash, recycling and yard waste collection, but over 40% of city households - apartments & condos - pay for private hauling.

**Overall Strategies:**

- The San Diego County Disposal Association supports Zero Waste goals as adopted by the City of San Diego.

- Need to sponsor local college/university courses to train for resource management locally.
- Other jurisdictions should also adopt Zero Waste and Climate Action Plan regionally – supporting each other.
- City should focus on what is good for our communities, not only what is cost effective today. The City should be on the forefront in this area.
- The city should target disposable diapers as a special waste.
- The City needs to address battery recycling.
- Zero waste should be considered more contextually within the climate plan so that other environmental impacts are considered and not just waste diversion when making program decisions.
- Is there was a way where positive financial incentives could be provided to commercial businesses with green practices? I see lots of waste such as: countless incidences where no recycle bins are provided at extracurricular school events-school sporting events can be notorious for selling bottled and canned beverages, without easy provision for recycling them; young students carefully place recyclables in blue bins during the school day only to have custodial staff comingle everything at the end of the day; school gardens are ripped up and started over yearly, with all of the old material going to trash dumpsters instead of to compost bins; and the other huge offender are people conducting estate/garage sales and clean-up services like "junk haulers."
- Encourage reusable cloth diaper use as part of overall source reduction efforts.
- Key components that will support the culture change needed to get to Zero Waste include: outreach and education, public awareness, training, enforcement, and reinforcement.
- Pick up flattened cardboard and bundled green waste that does not fit in the provided bins.
- An annual recognition ceremony of businesses that that have diverted over 90% of their waste from landfills is warranted.
- The discussions and public input opportunity has been great so far but we feel these meetings need to start going a little deeper into specifics and reaching out to the broader spectrum of the community. Each initiative will eventually have a budget, partnerships with community groups to roll out the program, and specifics with respect to education, implementation and impact assessment. These details will take some time (at least 6 months) to flesh out and vet. These details are also important to share with the council to get their full support and backing. Why not develop these now so we can hit the ground running as soon as the council approves the plan?

**Fully implement public recycling at parks, beaches, recreation centers, and libraries:**

- Allow businesses and community organizations to adopt-a-bin as a way for expanding public space recycling.
- Require recycling bins at bus stops.
- Full implementation of public recycling at parks and beaches is clearly needed, with a recycling bin present at every location with a trash bin. The use of open drum receptacles on our beaches should be discontinued, as wind and birds often pull garbage from the drums which then ends up polluting waterways and the ocean.
- Implement additional guidelines for park maintenance. To help reduce green waste, plant native species which require little regular pruning, fertilization, or watering. Use plant trimmings as compost to nourish soils. Reduce waste during site maintenance by recovering vegetation trimmings for compost and mulch.

**Enhanced education about contamination in single family recycling programs:**

- Residents should be informed that they should not share bins without permission (can result in trash being placed in another neighbor's recycling can which could lead to a violation for the resident who put out clean recyclables).

**Recycling reporting by neighborhoods and City departments:**

- City Departments walk the talk, promote their programs and follow through.
- On City Department scorecard should also count EP3 purchases.
- City Departments should be fined in the same manner as commercial businesses.
- Can the City have a map on its website that shows recycling efforts by Council district?
- Provide more information about recycling by Council District.

**Expand and automate single family green waste collection to include all city customers:**

- Why is it going to take until 2020 to provide all residents with green waste recycling? This should be a top priority.
- There is a concern that the City is not addressing the recovery of organics quickly or forcefully enough because of the high cost. Organics are an important waste stream that, if not addressed, will have an adverse impact on the atmosphere.

- Residents in Ocean Beach have voiced their concern that they are not included in the greenery pick-up and also expressed strong interest in local composting sites for their kitchen scraps.
- In working with the public at community events, I have noticed that many residents of communities in San Diego that are not provided with green bins do not realize that Curbside Yard Waste Recycling service may still exist in their neighborhoods by using their own bins. This information needs to be shared more widely.
- Support the implementation of weekly source separated green waste and recycling collection for single family residents.
- I would like to see the introduction of Green bins for yard waste.
- Expand to whole City Curbside Yard Waste Recycling program with food preparation scraps and deliver those materials to a local composting facility.
- Local drop off centers could be used for drop off for collected clean yard debris.

**Provide weekly greenery collection with food scraps and every other week trash collection:**

- Greenery program should be weekly for zero waste.
- San Diego should reduce the size of black automated carts when food waste is added to single family homes.
- San Diego should look at collecting more compostables in its curbside recycling program.
- San Diego should shift trash to biweekly and have recycling weekly.

**Establish a programmatic practice which emphasizes the food waste hierarchy: reduce, reuse/rescue, compost:**

- City should provide enhanced education about food dating programs (e.g. the difference between “use by” versus “best by”, etc.).
- One of the major opportunities for reuse is promotion of food donation programs.
- There needs to be the development of a plan to connect generators of donatable food to local shelters and food banks.
- Hierarchy of options for food scraps and other compostables: 1) source reduction; 2) donation to food banks; 3) food to animal feed/direct land application; 4) subsidized distribution of compost units and intensive training for residents; 5) shared, small-scale, decentralized composting systems for residences and businesses; 6) use of discarded organics for production of liquid fertilizers and other beneficial, value-added products; 7) combination/comprehensive programs; 8) co-collection of food residuals with yard trimmings/centralized composting using In-vessel or open windrow technologies;

and 9) single stream collection/drop-off of food residuals for decentralized or centralized composting.

**Phase in food scraps to the CRO and require franchise haulers to offer organics collection to customers:**

- Please roll out food recycling requirements for multi-family as well.
- There is concern about food waste collection at multi-family complexes and the nuisance it would cause.

**On-site food waste processing and/or composting:**

- Food waste dehydration units are another way of managing the storage of onsite food waste. To be used as a soil amendment, dehydrated food waste should be composted after dehydration.
- All schools should have recycling and composting programs on site.
- Continue discount program for home compost bins.

**Community composting:**

- Home composting and AD is good, but the strategies need to be laid out, and include community composting. Can't get to 75% without looking at diverting organics in lots of various ways.
- Small commercial generators of food waste should be able to drop off food discards at these community composting sites (as is done in New York).
- City should make food rescue more convenient by providing community drop off locations for processed food products.
- Offer decentralized composting facilities.
- What about using parks to have community composting sites.
- Keep in mind potential odor issues associated with composting if piles are not managed.
- Consider having food waste collection bins at Parks and Recreation sites.
- Initiatives such as community composting will take off (more easily) if the City (facilitated by ESD) lends a helping hand with the following: 1) develop clarifications on land use and zoning, update the City's definitions on composting (to match CalRecycle definitions) and create "no permit" or low-cost/ simple permit requirements for community composting initiatives-Composting needs to be considered an agricultural activity, allocated by right on our farms with streamlined or without 'Use Permit' requirement. It is important to consider land use for our farms, especially our rural farms, because they can partner with generators (such as neighboring farms) from outside the City limits and import compostable material to support their operations. Farms must be given priority

access to grow soil. Meanwhile the Greenery can allocate its resources to focus on large commercial generators within City limits; 2) develop collection, processing and distribution protocols for small scale composting to ensure a uniformity and quality in the soil communities grow; and 3) partner proactively with organizations like Inika Small Earth in clearing the common misconceptions about composting-(that it is smelly, unsightly, attracts pests, cannot be carried out in tight compact spaces, is not permitted by law etc. etc). Leveraging our mutual strengths in marketing, education and networking will allow us to quickly dismantle the barriers to organics recycling.

- Decentralized options such as home and onsite composting for the commercial sector and shared sites at community gardens or strategic business clusters should be developed.

#### **Overall Organics Diversion:**

- Organics diversion needs to be implemented now. While there is much to like in the present Zero Waste proposal, the decision to move organics diversion to the back-burner is backwards. It ignores the city's Climate Action Plan proposals, and ignores state requirements for climate emissions reductions. Organics contribute more to methane emissions than any other sector in California.

### ***Program Initiatives- Facilities***

#### **General Comments:**

- South Chollas landfill should be considered for use in developing infrastructure.
- Recycling infrastructure is currently inefficient for bulky item collections.
- We should have MRF infrastructure to also take mixed "dirty" streams.

#### **Establish a Resource Recovery Center (RRC):**

- Resource Recovery Center should cover its complete costs with its tipping fee.
- City should make recycling easier to do in the communities for hard to recycle items, otherwise they will end up in the watershed and then cost more to remove.
- There should be decentralized RRC's around the City to include organics recycling.
- City should partner with existing partners to operate regional RRCs.
- The continuing focus on one centralized waste location doesn't make sense given these negative impacts: the miles travelled, the gas required to transport large amounts of waste to one place, and the damage done to local infrastructure.
- Providing local facilities (decentralized RRC's) will benefit residents and near-by businesses, increasing their ability to properly divert and sort. The City should

take advantage of the “brownfields” scattered around – using these as staging areas or as mini-treatment facilities for neighborhood wastes, especially organics.

- Establish neighborhood material recovery facilities to support local economic development. The city should invest in this and strengthen local economic opportunities as well by providing vetted Small Business loans to encourage entrepreneurship around organics management.
- Local parks provide excellent site to establish these smaller material recovery programs, as do local supermarkets (which generate tons of food waste and have the parking space to situate small organics recovery sites). This has the added benefit of maintaining soil health in local communities as opposed to hauling it away to a “central” location.
- The Resource Recovery Center is an excellent way for people to do some last minute recycling en route to the hole at the landfill, but could there be a way for people that only have materials for resource recovery (and not for the hole), to avoid paying the landfill entrance fee to dispose of these items?
- If the City will be accepting items for reuse at the Miramar front gate, consider contracting the operation of the “store” to a third party. Set up the contract for a reasonable base fee plus a % of sales or other factors.

**Aerated static pile (ASP) composting system:**

- Who services compostable utensils and containers, etc – San Francisco is using compostable stuff. We went that direction at the airport but we can’t compost it. Need an ASP system so that we can handle compostable flatware.

**Develop an RFP for a private company to design, build, and operate a City owned Anaerobic Digestion (AD) and mixed recycling facility:**

- City should consider including worker conditions in their RFP for the AD/Mixed Recycling facility – like they did in Los Angeles.
- The City should maximize the revenue streams from AD – the digestate and the energy.
- The proposal to initiate anaerobic digestion is good. These programs should be part of the City’s revenue generation, rather than shifting profits off to the private sector.

**Provide enhanced technical assistance for commercial and multi-family:**

- City should revisit recycling space allocation to ensure adequate space for recycling.



- CRO enforcement for Multi-Family Organics should be similar to existing enforcement of Multi-Family Recycling.
- Provide a separate listing on the City's web-site of on-site technology options as well as one for waste haulers and recyclers for the food waste generators to consider in order to meet AB 341, AB 1826 and the City's zero waste strategy.
- The City could also work with local resource recovery businesses to increase the demand for recycled or repurposed materials, through technical assistance, small business loans.
- It is important for Waste Haulers to have a common color scheme throughout San Diego for recycling and trash containers.
- The City should continue to provide waste audits to businesses. These audits should focus on eliminating waste and setting up reuse systems.

**Develop and continue community partnerships:**

- Partner with Balboa Park Cultural Partnership to make Balboa Park a zero waste example for the rest of the City.
- “Ssubi is Hope” is reclaiming and repurposing materials from hospitals (Veterans Affairs Hospital La Jolla and Sharp Coronado.) – I hope city is going to partner with organizations doing other waste streams in the City. Small funding opportunities etc., looking for partnerships.
- City should partner with five to 10 nonprofits that are doing good work educating the community and diverting waste, and help promote them.
- Charities need to do repair of items donated to them, avoiding their disposal in the landfill. Possibly offer repair services.
- City should partner with I Love a Clean San Diego’s hot line to provide information on the ZW actions, instead of creating another source for that purpose.
- Have you thought about private partnerships where materials and architectural elements can be resold?
- I Love a Clean San Diego (ILACSD) is interested in a partnership to assist the City of San Diego in the following areas: 1) Reuse / Repair - ILACSD houses San Diego’s most comprehensive referral resource for reuse, recycling, and repair through two online databases, WasteFreeSD.org, and RepairSD.org, with almost 20,000 inquiries each year. 2) Enhanced Education (youth & adults) to assist the City with advising residents, businesses, and youth of future policies & incentive programs. 3) Program Management / Facilitation of Programs-Business outreach & recognition programs, Public spaces recycling - Adoption program, University / College outreach campaigns - Move out programs, Zero Waste Schools, and public awareness campaigns.



- Feeding America San Diego (FASD) is committed to building a hunger-free and healthy San Diego through innovative programs and collaborative partnerships. Since our founding in 2007, FASD has worked to ensure food does not go to waste, rescuing nearly one million pounds of food through our Food Rescue program each month. In total, partnerships with local farmers, grocery stores and manufacturers have allowed us to save over 30 million pounds of perishable goods since the program began. In addition, FASD is proud to partner with the greenery, utilizing volunteer efforts to sort unsafe product into food waste bins, recycle bins and landfill waste bins.

### **Blue Bin program for single-family households:**

#### *Program Design:*

- The City should look at split vehicles that collect commodities separately.
- Blue bin program should be weekly.
- The City should consider renting carts.
- Consider converting trucks to electric.
- Do not charge for a blue bin. If you do, it will provide a greater incentive for people to put recyclables in the trash bin.
- City should subsidize the cost of collection containers for low income residents serviced by City forces.

#### *Education and Enforcement*

- Partner with the water department so that when residents ask for water services, they can be asked if they have a black bin and a blue bin. High turnover in my neighborhood results in many residents not knowing if they have recycling. Have PUD put info in bills. Should be electronically at the bottom of water bills.
- Recommend a psychologist be hired to help create behavior change.
- City should have equal penalties and enforcement for single family residents and businesses.
- Where are the diversion requirements on single family residents? They aren't paying so there is not an incentive to recycle. There should be more enforcement and monetary fines.
- More resources are needed for education and outreach/enforcement.
- Use community volunteers to help with education.
- Encourage residents to only put out blue cart when it is full to improve collection efficiency.
- We need to show single family residents how much money they are throwing away in their black cans.
- We do not see enough public service announcements or ad campaigns encouraging people to recycle. City should be doing more in this area.

- Scavenging is a problem. The Department should be more aggressive in addressing this problem.
- How do you see code enforcement helping with education? How do we make it cost effective?
- Use ILACSD and Urban Corps for monitoring trash bins in the city (residential cart checks and educate residents). Utilize non-profit sector more frequently.
- To make Zero Waste a realistic possibility we will have to tap into each and every avenue to engage the community. The stakeholder meetings are great but only tap into a homogenous, subset of Zero Waste supporters. We need to employ webinars, social media, news media, community planning groups so we can get inputs from a diverse group of people and know the pulse of the population on the issues we are about to tackle. Furthermore, the backbone of the ZW plan needs to be education and outreach.
- A 10-fold increase in enforcement staff will pay for itself in increased revenues from fines, with the added benefit of increased education of the public and private sectors around responsible resource recovery actions. Residents and commercial establishments will begin to understand the need for proper resource separation through the increase in code violations notices.
- It is important to recognize outreach education and the efforts of code officers as separate pieces of the solution in aiming towards Zero Waste. It is entirely different to teach people the rules in a less-then defensive situation than that created by Code Officers threatening to fine and by posting a list of the rules on a bin with incorrect contents! In the neutrality of an educational environment, people are generally appreciative of the information, and are most likely to change their behavior in positive ways.
- If Environmental Services and the City are not able to or are not willing to enforce the current recycling laws and the prohibition on scavenging in blue bins, is there justification to enact additional laws? I am not suggesting overzealous enforcement efforts like the parking meter readers downtown. Educate, then enforce.
- An Oak Park resident commented that there needs to be education programs for these people in languages other than English and Spanish.

**Study exclusive districted collection system:**

- Why is the City not doing this right away – why the delay to study it?
- Give notice to the waste haulers immediately that the City is considering restricted franchise districts rather than giving them an additional 18+ months to complete a study on top of the five years they will be given to comply with the new franchise districts, if implemented.

- The San Diego County Disposal Association supports continuation of the current Non-Exclusive Franchise System and continuation of the current open market disposal option.

***Additional Comments/ Feedback:***

- ESD should continue to send staff to other high performing Zero Waste cities to study and evaluate best practices and programs.
- Will there be a provision to allow businesses or residences to get variances from the standard programs if their actions achieve the greater good? We need room for pilot programs and alternate approaches if we are to look at this globally.
- Zero Waste landscaping and yard care should be supported, as well as use of native plants and xeriscaping as part of a Master Gardeners and Master Composters program.
- Allow nearby businesses to share containers for landfill waste, recycling, and composting. Having small businesses share their waste bins would reduce the cost to the businesses and consolidate collections.